

## DOCUMENT RESUME

ED 370 625

JC 940 324

AUTHOR Alexander, William J.; And Others  
TITLE Macintosh and Photo-CD Technologies Provide Orientations to Southwestern College Library.  
PUB DATE Apr 94  
NOTE 17p.; Paper presented at the Annual Collaborative Conference of the California Community Colleges (3rd, San Jose, CA, April 13-15, 1994).  
PUB TYPE Reports - Descriptive (141) -- Speeches/Conference Papers (150)  
EDRS PRICE MF01/PC01 Plus Postage.  
DESCRIPTORS Community Colleges; \*Computer Assisted Instruction; \*Computer System Design; \*Computer Uses in Education; Interactive Video; Learner Controlled Instruction; \*Library Services; \*Library Skills; Two Year Colleges  
IDENTIFIERS Southwestern College CA

## ABSTRACT

Due to a rapidly increasing demand for bibliographic instruction, Southwestern College in San Ysidro, California, devised an interactive English-Spanish multimedia library skills program using Macintosh and Kodak PhotoCD technologies. First, a PhotoCD containing 100 photos of library services was produced. Then, an interactive Macintosh program using Macromedia's Director software was developed. The "attract mode" entices passersby with a 360-degree view of the library's interior. The next screen offers eight choices: Restrooms; Help; San Ysidro (college center); Interactive Campus Map; Floor Plan; Index of Topics; 360-degree view; and Non-print Materials. Following screens provide up to four layers of information. Users can access information from photographic, graphic, or textual starting points. For Beta testing, paper response surveys were used and screen output was videotaped by connecting a VHS recorder to the Macintosh each morning and recording 8 hours of use. The videotapes illustrate how students are using the program and where they become hung up or abandon the program. As technology improves, bilingual sound and Quick Time movie or video disc inserts may be added. This project was funded with a \$10,000 Fund for Instructional Improvement grant from the California Community Colleges Chancellor's Office. The paper includes copies of Southwestern College Library Orientation computer screens. (KP)

\*\*\*\*\*  
\* Reproductions supplied by EDRS are the best that can be made \*  
\* from the original document. \*  
\*\*\*\*\*

# Macintosh and Photo-CD Technologies Provide Orientations to Southwestern College Library

William J. Alexander  
Timothy E. Alexander  
Ronald W. Vess

Southwestern College  
Chula Vista, CA

Paper presented at the Annual Collaborative Conference of the California  
Community Colleges (3rd, San Jose, CA, April 13-15, 1994).

"PERMISSION TO REPRODUCE THIS  
MATERIAL HAS BEEN GRANTED BY

W. J. Alexander

TO THE EDUCATIONAL RESOURCES  
INFORMATION CENTER (ERIC)."

**BEST COPY AVAILABLE**

U.S. DEPARTMENT OF EDUCATION  
Office of Educational Research and Improvement  
EDUCATIONAL RESOURCES INFORMATION  
CENTER (ERIC)

☐ This document has been reproduced as  
received from the person or organization  
originating it.  
☒ Minor changes have been made to improve  
reproduction quality.

• Points of view or opinions stated in this docu-  
ment do not necessarily represent official  
OERI position or policy.

## MACINTOSH AND PHOTO-CD TECHNOLOGIES PROVIDE ORIENTATIONS TO SOUTHWESTERN COLLEGE LIBRARY

William J. Alexander

Timothy E. Alexander

Ronald W. Vess<sup>1</sup>

Southwestern College (SWC) with an enrollment of nearly 16,000 students is located farther west and farther south than any other college in the United States. A SWC Education Center in San Ysidro is less than a mile from Tijuana, Mexico. The main campus is seven miles north in Chula Vista, halfway between downtown San Diego and the Mexican border. It is understandable, then, that Spanish and English are the major languages on our campus.

Many of the students who begin a program of studies with us are unfamiliar with both the library and the principles of library research. This inexperience and lack of research skills presents a serious impediment to success both here and in the future. To correct this deficiency, we work to acquaint our patrons with the basic essentials of library research in one-hour bibliographic instruction classes, arranged by individual instructors and offered during class time. The demand for this type of library orientation has been increasing by over 25% each year for the past six years with 254 in 1992-1993. In addition to this, a one-unit class is offered in the honing of library skills. Librarians will also instruct students in one-to-one encounters, when possible. Still, these efforts do not reach all of the students who need help.

While these are certainly positive and worthwhile programs, they are not a perfect solution to this serious problem. Those students who cannot attend, for whatever reason, that particular class session remain ignorant of these essential academic research skills. Also, because of space limitations within the library building, it is impractical to guide the students through the actual library collections. Thus, while they may gain some familiarity with the basic theory of library research, they remain unfamiliar with the physical arrangement of the library itself. Lastly, the necessity of presenting a large amount of information within the constraints of a one-hour session precludes the possibility of spending much time with individual students. In particular, this negatively affects those students whose native language is not English, and who may consequently have difficulty assimilating the principles presented in such an accelerated, compressed program.

Because of these conditions we decided that an interactive multimedia library skills program freely accessible to students during regular library hours would help to solve some of our orientation problems. A program based on Kodak's new PhotoCDs would provide the photographic images necessary for a visual physical awareness of the various areas and collections in the library.

---

<sup>1</sup>Southwestern College, 900 Otay Lakes Road, Chula Vista, California 91910 U.S.A.

A Fund for Instructional Improvement grant of \$10,000. was sought from the California Community Colleges Chancellor's Office. Our proposal to use new technology to answer basic library questions so that our limited staff could use their expertise to provide personal attention to the students' more complex needs met with state approval. Our deadline is now June 30, 1994 to finish the project.

First, we produced a PhotoCD containing 100 photos of library services which is used to supplement our classroom orientations much like a tray of electronic slides which can be accessed in a random manner. Then, using the digital images provided by the classroom PhotoCD, we developed an interactive Macintosh program using Macromedia's Director software. Our standalone "kiosk" is a 16 megabyte Macintosh VX with an 80 megabyte hard drive displaying both 8 and 16 bit images.

When the Macintosh is turned on every morning, the attract mode of the orientation program begins. The first screen simulates looking through a light airplane's front window as a 360° view of the library's interior scrolls by. (The Southwestern College Library has three light airplanes hanging from its ceiling.) If no one uses the program for several minutes, the program automatically reverts to this attract mode, hoping to entice any passersby. Every few seconds the language on the plane's instrument panel alternates between Spanish and English text saying, "Why fly around in circles looking for what you need? Click the mouse button to start the Southwestern College Library Orientation." If clicked during the Spanish attract mode, a Spanish welcome screen greets the user with three choices: look at the credits, change to English or start the orientation in Spanish. Similar rules apply if you click during the English attract mode.

The next screen that appears in the language of choice is the main menu screen of the program. Its design utilizes an enlarged college logo and allows the user eight choices and a change language button. The choices are: Restrooms (one of our most asked about topics); Help; San Ysidro (a college center); Interactive Campus Map; Floor Plan; Index of Topics; 360° View; and Non-print Materials.

Starting with this screen, if one points at a button or selected object, brief descriptions or directions are given on the current screen. In this case a vertical text box in the middle of the buttons tells the user what the button topic means and what will happen when one clicks on that button. Moving the mouse pointer off a button will remove that vertical text box.

Clicking on the buttons takes the user to new screens. For example, clicking on the Restroom button would take the user to a floor plan showing how to quickly find this service. Clicking on the Interactive Campus Map button presents an interactive map full of "hot" buildings and buttons which when pointed at give more information on this area on the current screen or when clicked on go to a screen dedicated to the clicked button's subject. And, clicking on the Non-Print Materials button presents

a floor plan and subject buttons explaining how to use materials located in the Learning Resource Center.

If the user is uncertain about where to start, the program directs him or her to point at the 360° View button, to read the vertical text box and finally to click on that button taking the user to the 360° View screen. This screen again utilizes the 5 wide-angle PhotoCD images that were fit together to form a continuously moving strip in the attract mode and here provide two nearly 150° views, looking forward and above the Macintosh and looking backward away from the Mac. All of these panoramic photographs were taken from the same position which is also the location of the Macintosh used for this interactive orientation. This screen allows you to point at or click eleven new buttons which when pointed at will show you where on the panoramas each service is located. And, when clicked on will take the user to new screens for more in-depth information. The eleven new buttons are: Classroom; Restrooms; Periodicals; Circulation; Copies; Stacks; Atlas; Reference; Periodical Indexes; Information; and Online Catalog. Buttons to return you to the Menu or the Floor Plan or the Index of Topics are also available.

By selecting these buttons the user can get more information that extends two to four layers (screens) deep. This in-depth information can also be reached from other jumping-off points, such as the Floor Plan or the Index of Topics or the Help sections. Users, thus, are able to get the information they need regardless of whether their learning styles choose photographic or graphic or textual jumping-off points. In fact, within the Help section even more guidance is given to users who are directed to appropriate sections that answer their basic questions, such as "Where can I find this article" or "I need to write a paper. Where do I start?" These help items are duplicated on paper handouts that students may take with them.

For Beta testing we are using paper response surveys and we have been videotaping the screen output by connecting a VHS recorder to the Macintosh each morning and recording 8 hours of use. This allows us, without violating user privacy, to fast forward through the tape and see how each person uses the program, including where they get hung up or actually abandon the program without getting the needed information.

Although the state will close their books on the project this June, we won't ever consider the project finished. As our library changes, so must the orientation. As our technology improves, we may add bilingual sound and Quick Time movie or videodisc inserts of how it would look from the user's point-of-view to walk from the Macintosh to the selected area.

In addition to providing a useful orientation to our library, we want this project to serve as an example that interactive instructional media is effective, fun and now possible at Southwestern College. Indeed, we look forward to welcoming more faculty and students to the development process for future versions.



# **Handout for a 1994 Presentation at the CSU San Marcos meeting of Directors of Educational Technology/California Higher Education**

**Southwestern College  
Governing Board:**  
Augie Bareno  
G. Gordon Browning  
Jerry J. Griffith  
Maria Neves-Perman  
Judy Schulenberg

## **Macintosh and PhotoCD Technologies Provide Orientations to the Southwestern College Library**

**Principal Contacts:** Bill Alexander, Associate Dean of Instructional Resources  
Ron Vess, Bibliographic Instruction Librarian  
Southwestern College  
900 Otay Lakes Road, Chula Vista, California, U.S.A. 91910

**Superintendent/President:**  
**Joseph M. Conte**

Southwestern College, like many of its sister institutions throughout California, has experienced a shortfall of available funds for instructional innovation as well as an increase of students who have not been properly prepared for the rigors of college level academics. We currently have an enrollment over 15,000. Many of these students begin a program of study unfamiliar with doing research, or even negotiating the college library. The attrition rate of such students is extremely high. To attempt to retain more of our traditionally under-represented students, something had to be done. It was determined by librarians and faculty alike that a thorough working knowledge of the college library is a positive aid to student retention. To help in the familiarization of the library to students who are not well versed, Bill Alexander, Associate Dean of Instructional Resources, Tim Alexander, now a graduate student in Library Science at the University of Missouri, and Ron Vess, Bibliographic Librarian, are developing two projects: one a classroom enhancement and the other an interactive Macintosh program meant to be very user friendly. We hope to catch at-risk students, even those who may not know they are in need.

The Southwestern College Library maintains an aggressive Bibliographic Instruction program which serves the instructional divisions well. We are currently preparing and delivering in excess of 300 one-hour group orientation sessions per year. Even with this success we are not catching all those who are in need of instruction. Large numbers of students for whatever reason cannot, or do not, attend these sessions. In addition to the one-hour presentations, a one unit 9-week course is offered, but still all those in need are not addressed. It was decided to develop a library orientation module for a standalone "kiosk." Our interactive system will be available whenever the library is open and is designed to give elemental information on most aspects of the library's operation. We found several models currently in use at other colleges. But, they proved to be either too elementary or they are rigid in their presentation not allowing exploration or quick module change.

The project began by photographing over a hundred areas of the library. One hundred photographs were then digitally encoded by Kodak onto a PhotoCD. A PhotoCD player and a television now operate as an "electronic slide projector" to enhance orientations given in the library classroom. The images were then imported to the Macintosh so that an application, MacroMedia Director, could be used to add text and animations and create an interactive program. The project has been in development for over 16 months, has grown to 16 megabytes in size, and will be installed for student use by July 1, 1994. A Fund for Instructional Improvement grant from the California Community College Chancellor's Office supports our project.

### Technical Information:

Production/Presentation Equipment:

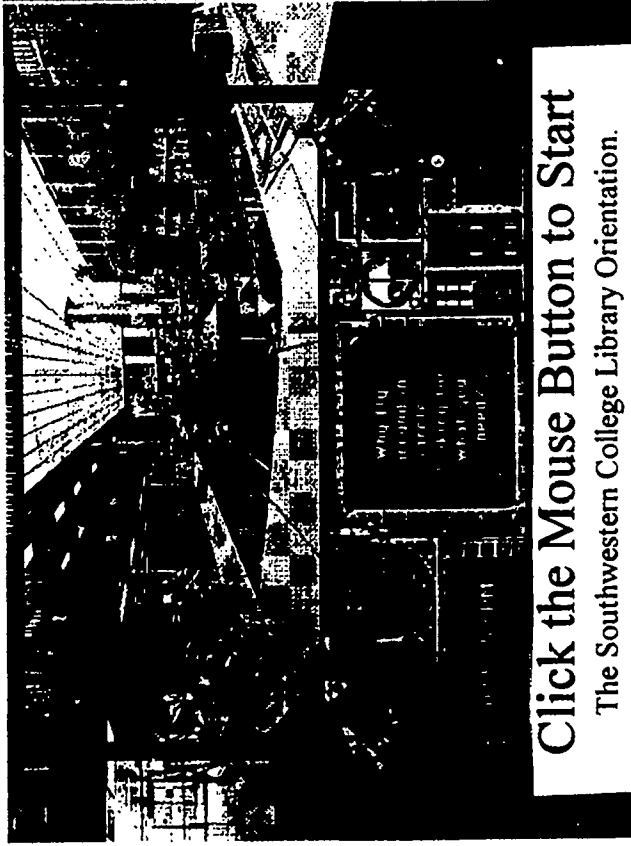
Macintosh IIVX, 80 MB HD, 20 MB RAM - Kodak PhotoCD 870 Player  
Software: Macromedia Director 3.1 and Adobe Photoshop 2.5  
PhotoCDs: Cost for 100 image disc= \$135.00 (\$1.35 per image).

### Disseminations:

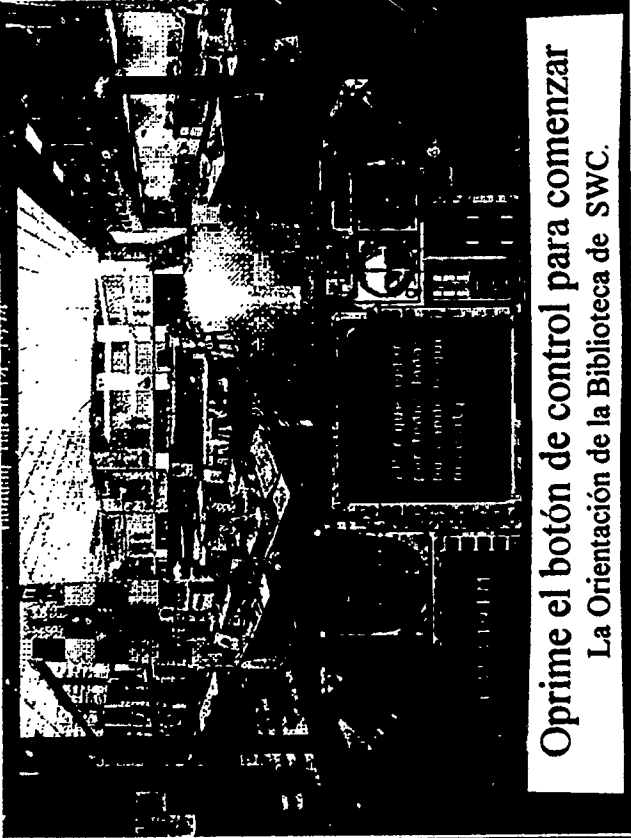
Association for the Advancement of Computing in Education (AACE), San Diego	March 20, 1993
San Diego & Imperial Counties Community Colleges Assoc. Multimedia Expo, El Cajon	August 17, 1993
Rancho Santiago College Flex Day Presentation, Santa Ana	August 18, 1993
The Association for California College Tutorial and Learning Assistance, Sacramento	November 19, 1993
11th International Conference on Technology and Education, University of London	March 29, 1994
Chancellor's Office Third Annual Collaborative Conference, San Jose	April 13, 1994
Directors of Educational Technology/California Higher Education Conference, San Marcos	May 20, 1994
San Diego Computer Faire, San Diego	(September 23, 1994)
League for Innovation in the Community Colleges Conference, Houston, Texas	(November 15, 1994)
Recently applied to Association for Educational Communications & Technology Conference	(Los Angeles, 1995)

### We wish to thank the following for their help and support:

David Mertes, Chancellor of the California Community Colleges	LeBaron Woodyard, State F.I.I. Coordinator
Carolyn Norman, State Library and Learning Resources Coordinator	Joseph M. Conte, President, Southwestern College
Thomas Hahn, Vice President for Academic Affairs, SWC	David Shepherd, Microcomputer Coordinator, SWC
Bobbie Lane	Lois Marriott
Bill Piekarski	Betty Alexander
Angelina Stewart	Tom Bugzavich
	Sam Alexander



**Click the Mouse Button to Start**  
The Southwestern College Library Orientation.



**Oprime el botón de control para comenzar**  
La Orientación de la Biblioteca de SWC.



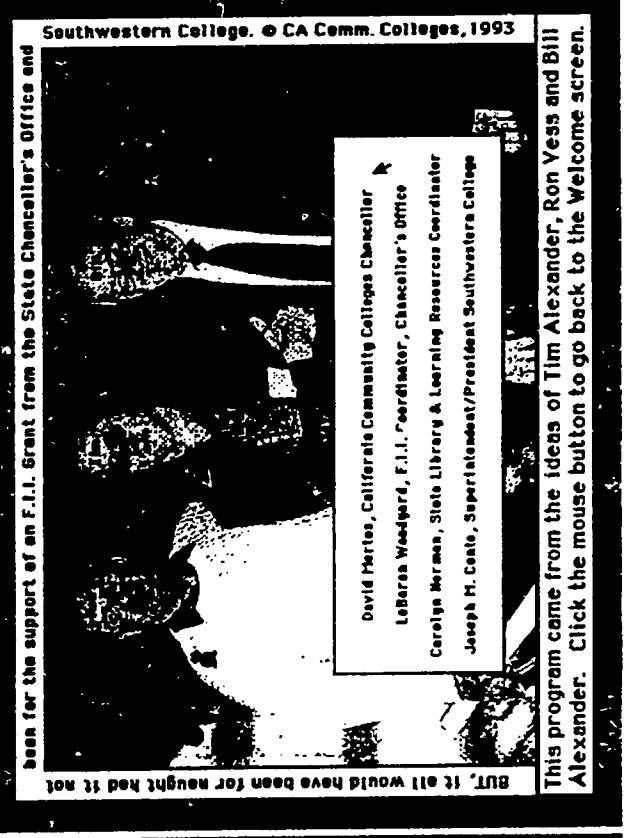
**Bienvenidos**

**Español**

**English**

Para empezar la orientación bibliotecaria, mueva el control para escoger el idioma y luego oprima el botón. El pasar por los créditos del video, aunque valioso, le tomará entre 1 y 2 minutos antes de que pueda empezar el programa de nuevo.

**Créditos**



Southwestern College. © CA Comm. Colleges, 1993

David Harte, California Community Colleges Chancellor  
Lillian Weigert, F.I.I. Coordinator, Chancellor's Office  
Carolyn Herman, State Library & Learning Resources Coordinator  
Joseph H. Coale, Superintendent/President Southwestern College

This program came from the ideas of Tim Alexander, Ron Vess and Bill Alexander. Click the mouse button to go back to the Welcome screen.







Abbreviations
Airplanes on Display
Atlas Case
Audio Books
Bibliographies
Biography Indexes
Book Returns
Book Reviews
Bound Periodicals
Bus Schedules
Career Files
CD-ROM Indexes
Checkout Limitations
Classroom
Codes (US & California)
Community Borrowers
Corporate Reports
Dictionaries
Dynix Online Catalog
Encyclopedias
Handicapped Restrooms
Infotrac CD-ROM Index

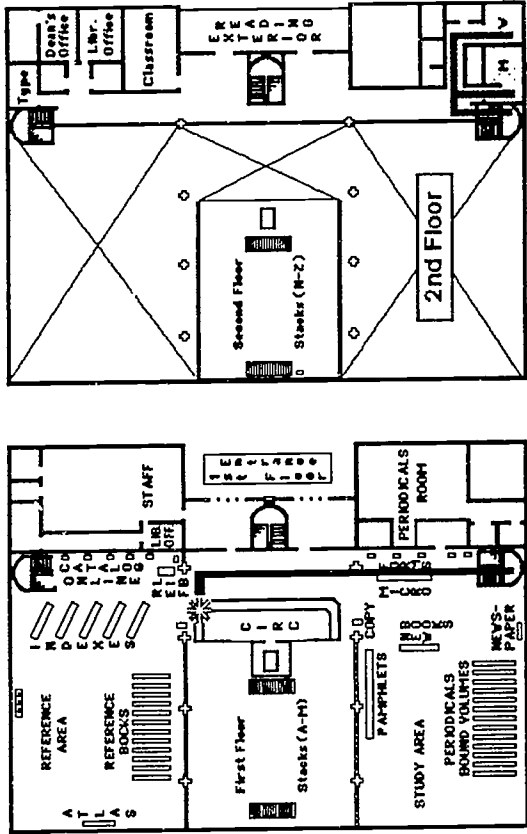
## Index of Topics

Inter-Library Loan (I.L.L.)
Learning Resource Center
Leisure Reading
Library of Congress (LC)
Classification System
Subject Headings
Library Statistics/Hours
Map Files
McNaughton Books
Microcomputers
Microfilm / Microforms
New Books
Newsbank CD-ROM Index
Newspapers (current)
Non-print Materials
Online Catalog
Orientations
Overdue Books
Oversize Books

Pamphlet Files
Paperback Books
Paper Cutting Tools
Pay Telephones
Pen and Pencil Vending
Periodicals
Periodicals Holding List
Periodicals Indexes
Periodicals on Microfilm
Periodicals Room
Phone Books/Fiche
Quiet Study Areas
Reference
Reserve Books
San Ysidro Center Library
Stacks
Staff Librarians
Tax Forms
Thesauri
Tours
Typing Room
Union List
Vertical Files

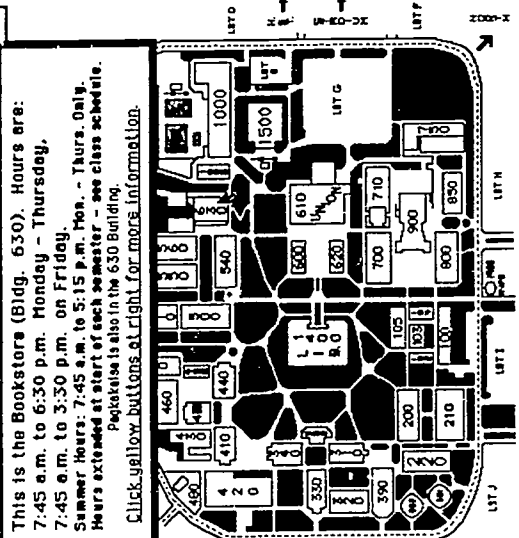
Point to any topic above and more information about that topic will appear in this box. In some cases, you will also be able to click the mouse to go another screen further describing the selected topic.

**MENU**  
360° VIEW  
FLOOR PLAN



**TOPICS** **Restrooms** **Classroom** **Copies** **Atlas**  
**MENU** **Periodicals** **Reference** **Circulation** **Stacks**  
**360° VIEW** **Periodical Indexes** **Information** **Online Catalog** **Pamphlets**

This is the Bookstore (Bldg. 630). Hours are:  
7:45 a.m. to 6:30 p.m. Monday - Thursday,  
7:45 a.m. to 3:30 p.m. on Friday.  
Summer Hours: 7:45 a.m. to 5:15 p.m. Mon. - Thurs. Only.  
Hours extended at start of each semester - see class schedule.  
Packagists is also in the 630 Building.  
Click yellow buttons at right for more information.



Academic Offices
Admissions
Assessment Office
Associated Student Organization (A.S.O.)
Bookstore
Cafeteria/Snack Bar
Campus Info. and Police
Counseling Center
Disabled Student Center
E.D.P.S.
Financial Aid
Library
L.R.C.
Nurse/Health Services
Pools/Gym/Theater
Student Services
Transfer Center
Tutorial Center

**Menu**

Return to the LRC Menu

**Macintosh Lab**

30 Macintosh SEs with 1 MB RAM and 20 MB Hard Drives.

SuperPaint 2.0 MacWrite 5.0 MacWrite II  
Works 2.0 HyperCard 1.0 Freehand 2.0  
PageMaker 3.01 Finder 6.1.7 System 6.0.7  
Dot matrix and laser printers are available.

L.R.C. hours apply:  
7:00 a.m. to 9:45 p.m. Monday - Thursday,  
7:00 a.m. to 4:30 p.m. on Friday and  
10:00 a.m. to 2:00 p.m. on Saturday.

Services: Composition classes, computer graphics classes, computer literacy classes, desktop publishing classes and open labs.

Blkg. 420 Learning Resource Center (L.R.C.) Floorplan

Macintosh Microcomputer Lab Detail

INTERACTIVE CAMPUS MAP

MENU